

interworks.cloud platform  
an easy-to-use  
and future-oriented solution!





## SUMMARY

ADN seeks and finds the best CSP platform—in interworks.cloud

ADN is one of Europe’s larger value-added distributors. Its main objective was to be the top cloud distributor in its region. Initially, ADN chose to use a well known competitor’s cloud platform to help launch its cloud business. A couple of years later, seeking a better user experience and service quality, it turned to interworks.cloud. Since 2017, ADN has been one of the most successful distributors in the interworks.cloud ecosystem, and recommends the platform to other distributors, citing it as best CSP platform on the market.

## ABOUT ADN

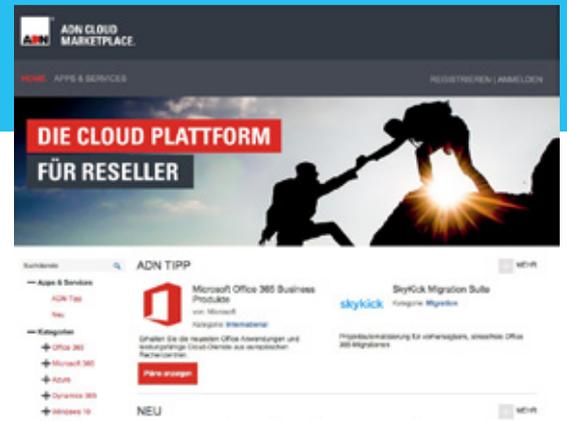
Advanced Digital Network Distribution GmbH, (ADN) is a value-added distributor with sites in Bochum, Munich, and Stuttgart—in Germany, as well as in Zurich and Vienna. ADN employs 250 IT professionals and works with a large number of resellers. ADN joined the cloud business in 2014.

## OBJECTIVES

- To quickly recruit new cloud resellers to its partner network
- To easily equip and train its existing resellers for success
- To be a highly valued partner to its reseller network

## BUSINESS CHALLENGE

As the largest VAD in its region, ADN had put a lot of effort into continually maintaining high customer satisfaction rates. ADN realized that putting the right tools in place, would help it continue to be a market leader. The biggest challenge was finding an efficient cloud marketplace. Their previous experience with a competitor’s platform, ADN’s team was focused on resolving their unique business challenges and pain points. One challenge, was finding a way to easily migrated their large reseller network and existing clients to the new platform.



The ADN project included an integration element too. The company had to collect the items to be invoiced from the platform, transmit them to its ERP and, from there, send them through to resellers.

The two key success factors identified were:

- a) smooth reseller transition from the previous platform to the new one
- b) establishing an end-to-end and seamless operating flow for the internal cloud team.



### **Solution**

The interworks.cloud platform enables distributors, CSPs and ISVs to succeed in the cloud business by publishing a custom-branded marketplace for their customers or resellers. This enables them to boost their sales and fully automate billing, ordering, payment, and support processes for cloud services—all through an integrated cloud platform solution.

By leveraging an own-branded marketplace for cloud services, powered by the interworks.cloud platform, ADN managed to improve its reseller user experience, with a significant increase in revenue and productivity.

From the very beginning interworks.cloud's Sales and Customer Success teams supported ADN's Cloud team with scheduled meetings, live training and webcasts. interworks.cloud's Business Engineers established a dynamic process to onboard the ADN team and trained them on the platform. The process created a rapid and comprehensive training schedule to meet the CSP's requirements. The interworks.cloud team provided a dedicated program to quickly import resellers and, with the assistance of this migration tool, the team managed to efficiently transfer all existing resellers from the competitor platform to the new one. In parallel, they designed solutions for ADN to integrate its legacy systems—ensuring full business continuity. The project was a success, with measurable results for both ADN and its resellers. ADN has stated that the new solution was a significant improvement from day one.



### **Results**

#### **Numbers never lie**

Describing the results in words, ADN cited an “amazing” marketplace and “comprehensive” range of functions—that were both easy-to-use and future-oriented. In concrete terms—only months after implementing the interworks.cloud platform—ADN saw a significant decrease in administration costs—saving more than €3,500 a month on billing and invoicing. Overall, moving to the new cloud platform resulted in a 10 percent increase in team productivity.

*“The interworks.cloud Marketplace functionality is an excellent solution for providing cloud services to our partners”*

**Hermann Ramacher**

CEO, Advanced Digital Network Distribution GmbH,  
Microsoft Direct and Indirect CSP, Germany



We know how to lead you  
to your cloud business success!

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